### UW Certificate Program in

## **Social Media Tools & Implementation**

Social Media in Business

Fall 2012

Oct. 3 – Dec. 12, Wednesdays, 6–9 p.m.

# Course Description

Social media is one of the largest demographic shifts of our time, driving deep changes in business models, strategy, operations and interactions among employees, customers, partners and the broader marketplace.

# In this course, students will gain a historic perspective and broad, yet deep understanding of the variety of platforms, tools and uses available in social media. Students will learn how organizations leverage social media for their benefit and will put that understanding to use managing platforms like Facebook, Pinterest and LinkedIn.

# Course Objectives

* Learn the history and present state of social media, as well as the components of social media use for organizations.
* Develop understandings of social strategy, community management, influencer relations, digital experiences, online advocacy, and social analytics and measurement.
* Work through individual and group projects to dissect, understand and present case studies of organizations that have been successful or unsuccessful in leveraging social media channels for their benefit.

# Class Wiki

<https://uwsmc-1.wikispaces.com/>

# Class Blog

<https://uwsmcblog.wordpress.com/>

# Instructor

Blake Cahill,  
President, Banyan Branch

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# Teaching Assistant

Derek Belt  
Social Media Specialist, King County

[derekbelt@gmail.com](mailto:derekbelt@gmail.com)

# Required Textbook(s)/Resource Materials Li, Charlene, Bernoff, Josh, *Groundswell: Winning in a World Transformed by Social Technologies*

# Technology Requirements

* Bringing a laptop to class is highly recommended.
* Working experience within a company/organization is helpful.
* Computer and Internet literacy required.
* Active participant in at least two social media sites (e.g. Facebook, LinkedIn, Pinterest).
* Must have a Twitter account, and have read the resources sent out by UW prior to class.

# Assessment Criteria & Course Expectations

Students will be assessed based on attendance, participation, assignments, papers and projects. Students are required to attend 8 of 10 classes (unless you have approval to miss more and do any make-up work), complete and submit all assignments and deliverables.

Courses in this program are arranged sequentially. To advance to the next course, students are required to earn a grade of Successful Completion (SC). Students must successfully complete all courses in the program to receive a certificate of completion.

**Grading Structure**

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| --- | --- |
| **Point Value** | **Assignment** |
| **10** | 10 minute papers |
| **5** | Minimum of 5 comments on peers’ minute papers |
| **15** | Active participation in class discussion, Twitter and groups |
| **20** | Community management project |
| **20** | Group project (presentation) |
| **30** | Individual project |

**Minute Papers**

Minute Papers provide students the chance to communicate with each other in between classes. Students are encouraged to think critically about the subject matter and share personal stories, anecdotes, link and images that are relevant to each week’s conversation.

Minute Papers will be hosted on the class blog. Here’s how it works:

* Each week, the TA will post to the class blog and ask students to share their thoughts in the comments section below the post.
* Students are required to “comment” on these posts at least once a week — that’s 10 times each quarter.
* Students must also “reply” to others’ comments a minimum of 5 times per quarter.
* Keep 'em short — hence the term minute paper. Keep the conversation going by sharing insights, resources, key findings, links and more!

**Community Management Project**

Over the length of the program, students will create, launch and manage course-specific channels such as a Facebook page, Twitter handle and Pinterest page. Teams will be assigned to specific channels during the first course, and will rotate to new channels each additional course.

Students will be assigned to teams of 4-5 and manage the content strategies for each. Teams will present 4-5 case studies exploring brands that are both successful and unsuccessful on these social media channels.

Project schedule:

*Course 1:* Student teams are responsible for developing basic content strategies and managing social media channels that will be used by classmates throughout the program.

*Course 2:* Teams dig deeper and flesh out the infrastructure of each channel using tools and techniques discussed in class. Students will analyze metrics and use monitoring tools.

*Course 3:* Students maintain health of the channels while integrating strategies and best practices into real-world client projects. By now, channels should be running smoothly and less effort will be needed to manage them, giving students more time to focus on client work.

**Class Schedule**

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| --- | --- | --- | --- |
|  | **Date** | **Topic** | **Assignment** |
| **Week 1** | Oct. 3, 2012 | Overview | Wiki/blog sign-up |
| **Week 2** | Oct. 10, 2012 | Business use cases for social media | Choose groups |
| **Week 3** | Oct. 17, 2012 | Being strategic with social media |  |
| **Week 4** | Oct.24, 2012 | Community management | Groundswell |
| **Week 5** | Oct. 31, 2012 | Creating experiences |  |
| **Week 6** | Nov. 7, 2012 | Social analytics & reporting | Groups 1-2 |
| **Week 7** | Nov. 14, 2012 | Creativity and social marketing | Groups 3-4 |
| **Week 8** | Nov. 28, 2012 | Influencer relations & outreach | Groups 5-6 |
| **Week 9** | Dec. 5, 2012 | Social ROI & measurement |  |
| **Week 10** | Dec. 12, 2012 | Final presentations |  |

**Student Resources**

The following link includes student handbooks, services, and policies, and other important information: <http://www.pce.uw.edu/resource.aspx>.

**Disability Accommodation**

The University of Washington is committed to providing access and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. For information or to request disability accommodation contact the Disability Services Office at 206.543.6450/V, 206.543.6452/TTY, 206.685.7264 (FAX), or e-mail at [dso@u.washington.edu](mailto:dso@u.washington.edu).